

EXHIBIT 19

enlisted

 **blendtec**®

Blendtec

Phase One Strategic Definition & Analysis

30 June 2022

Agenda

01. Project Overview
02. Research Summary
03. Audiences
04. Brand Positioning
05. Brand Attributes
06. Opportunities & Recommendations
07. Next Steps



01 | **Project Overview**

Overview

As Blendtec **innovates its product portfolio** and **bolsters its product lineup**, we are creating a **renewed brand** and **cohesive design language** that appeals across **consumer** and **commercial** segments and reflects the **innovation and commitment to quality** inherent in Brand Blendtec.

Products



Residential Countertop

\$200–\$300



Residential Immersion Blender

\$150



Commercial Back-of-House

\$400–\$500



Commercial Large Capacity

\$1600

Goals

Gain a thorough understanding of our **current and future users** in order to design a brand and products they believe in.

In understanding users' behavior around **why, when, and how they use their blenders** as well as their **level of satisfaction** with their blenders, we will **uncover opportunities for the brand and its products**, and ensure our visual and industrial design solutions represent the appropriate innovation.

“Has anyone found a way to **reduce**
the super loud noise of a Vitamix or Blendtec?

There is an enclosure for Blendtec but it’s huge.”

—Reddit user **jeremyjava** (smoothies)

Objectives

What today is:

- A look into the **addressable audiences** for Brand Blendtec
- **Brand Pyramid:** reasons to believe, functional and emotional benefits, position, brand essence; the drivers and checkpoints for the design process
- **Brand Attributes:** qualities that are real and true to inspire the design process

What today isn't:

- VD and ID design presentations
- Full platform for Brand Blendtec
- Messaging strategy
- Brand portfolio and extension strategy

02 | **Research Summary**

Learning objectives

Discovery path: What did they look for in their last blender purchase? How did they find it?

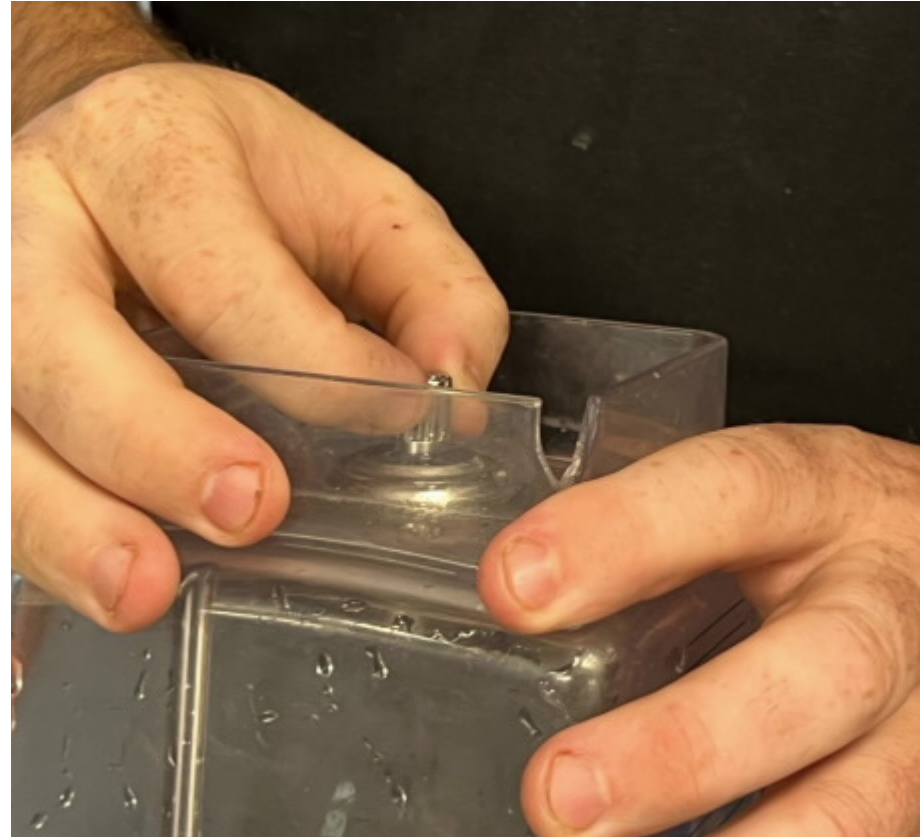
Use case scenarios: How do they use their blender? How often? What do they make?

Pain points: Where does their blender let them down? Why does it frustrate them?

Wish list: What do they wish their blender would do for them?

“I chose Vitamix because all of the restaurants
I’ve worked in previously had Vitamix.
I know they never break.
I like how I can repair them myself.”

—Mario, commercial user (salsas)



BYU survey data

Redefining an audience to hone in on specific participants.

Exclusion criteria:

- seeks "low price" in choosing a blender
- cites "low price" as a reason to purchase a new blender
- income under \$50k
- uses their blender monthly or less

26% of the sample remains

n=1024; 266 participants

Regular users who aren't price sensitive:

They're **young, affluent families** who often pursue “the best” out of personal taste or the pursuit of cultural cachet.

They're active and **prioritize their health.**

They're independent and curious and they **value the input of experts.**

“People often ask what blenders we use
and we just respond **‘Blendtec.’**”

—Kambri, commercial Blendtec user (smoothies)

Regular users who aren't price sensitive:

They **love the experience of food**—exploring variety and enjoying **the challenge of the creative process**.

They're **skilled in the kitchen** and they don't mind making a mess for the greater good.

Regular users who aren't price sensitive:

They want to **do more with their blender** and
to **do it better**.

Attributes they're most looking for in a blender
are **get-the-job-done table stakes**
(power, versatility, reliability) combined with
a feeling of **smart, modern elegance**.

“A lot of blenders have that same look
from the fifties or sixties, like
something you might see on the Jetsons.

Even though they’re brand new,
they look like they’re from a different era.”

—Mark, residential user (juices, sauces, crushed ice)

03 | Audiences

What we want to solve

In a world where...

...after two years of Covid restrictions, **consumer appetites are robust** despite goods shortages, overbooked airplanes, and skyrocketing oil prices that drive up the cost of everyday life.¹

...54% of all consumers, and 63% of those 50+, **care more about the healthfulness of their food and beverage choices** in 2020 than did in 2010.²

...people spend around **12% of their lives in the kitchen** (2.8 hours daily).³

...28% of Americans eat **more proteins from plant sources** vs. 2019; 24% eat more plant-based dairy.⁴

...**health seekers see food-centered objectives** in weight management (62%), energy (57%), digestive health (46%), heart health (44%), and immune function (40%).⁵

...2022 restaurant food sales-to-date are 7% higher than 2019 (pre-pandemic) and 34% higher than 2021, but **restaurant profitability isn't rebounding due to inflation**.⁴

...restaurant operators are striving to **increase efficiency, decrease costs, and optimize profitability** in the wake of the pandemic.

...the blender market is flooded with **parity and near-parity lookalike products**.

What we want people to think

Blendtec **has a solid track record of designing and engineering quality blenders.**

Its reputation is focused and proven.

Blendtec is **driven by quality engineering.** Its legacy is in incredibly well-built products.

Blendtec is **designed, engineered, and manufactured principally in the U.S.** —among the only blender makers to do so.

Blendtec **lineage includes rugged, high-intensity blenders** that thrive in demanding commercial environments. It's a brand known for helping service industry experts do their jobs, well.

Blendtec's **advances in blending technology**—like its blunt blade and WildSide+ jar—improve blending outcomes for residential and commercial users alike. Others copy, Blendtec innovates.

Blendtec is **an investment**—it's a product built to last and built to perform. It doesn't have a value-priced line of products. We stand behind our products.

“The gasket had an issue and Blendtec sent new jars.
My jars broke at one point but Blendtec
sent replacements.

Customer service made me a lifelong fan.”

—Cynthia, residential user (pancake batter, salsas, hummus, and smoothies)

Home cooking trends

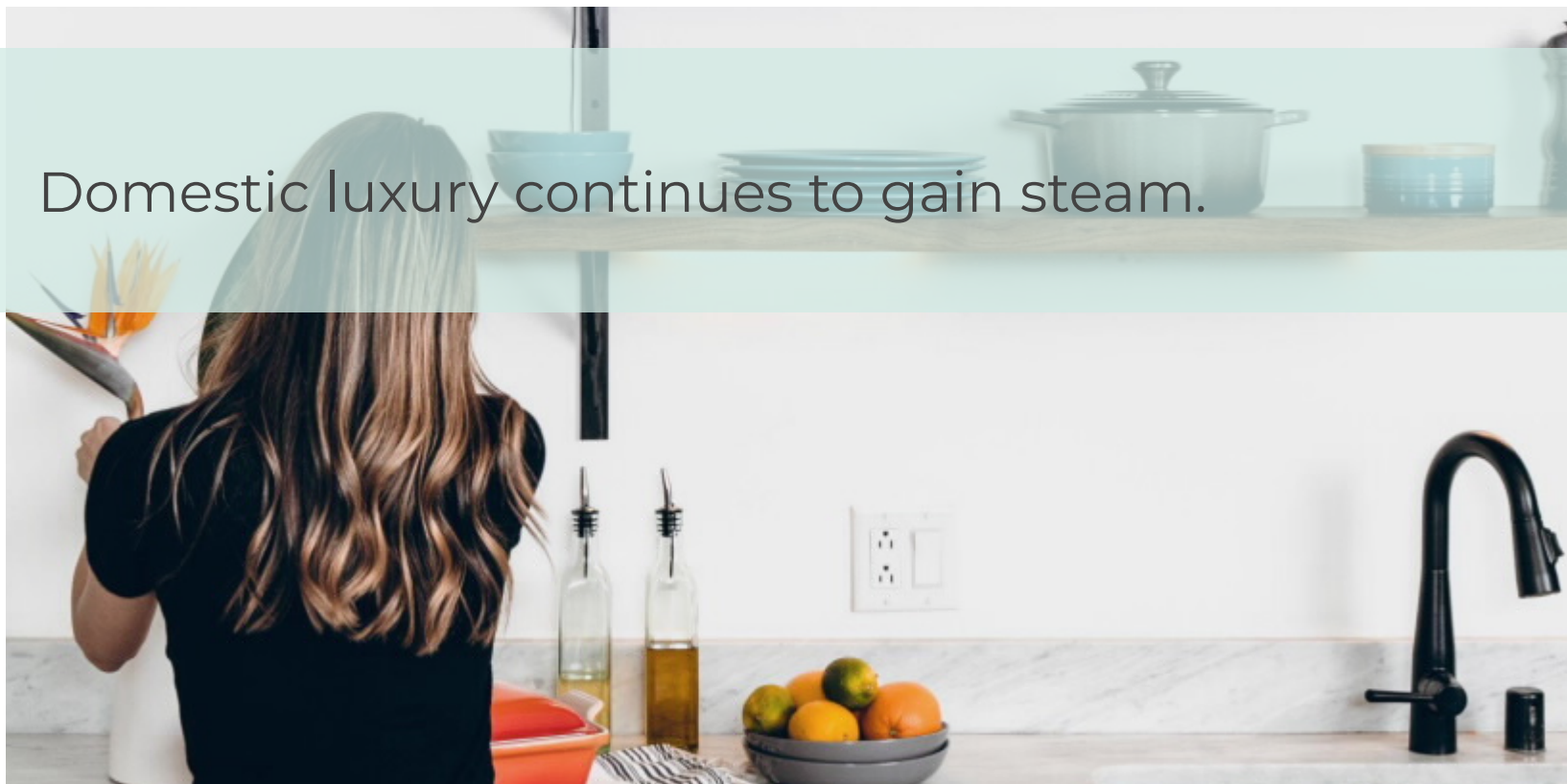
Post-pandemic, **92% of families plan to continue eating together at home** at least as often as — or more often than — they do now.¹

Of full-time working Americans in 2020, **58% eat and cook at home 3–5 days each week.**²

The average price of cooking at home is **79% less expensive than eating out.**³

77% of Americans say that they are more confident in their cooking abilities than prior to the pandemic.⁴

Domestic luxury continues to gain steam.

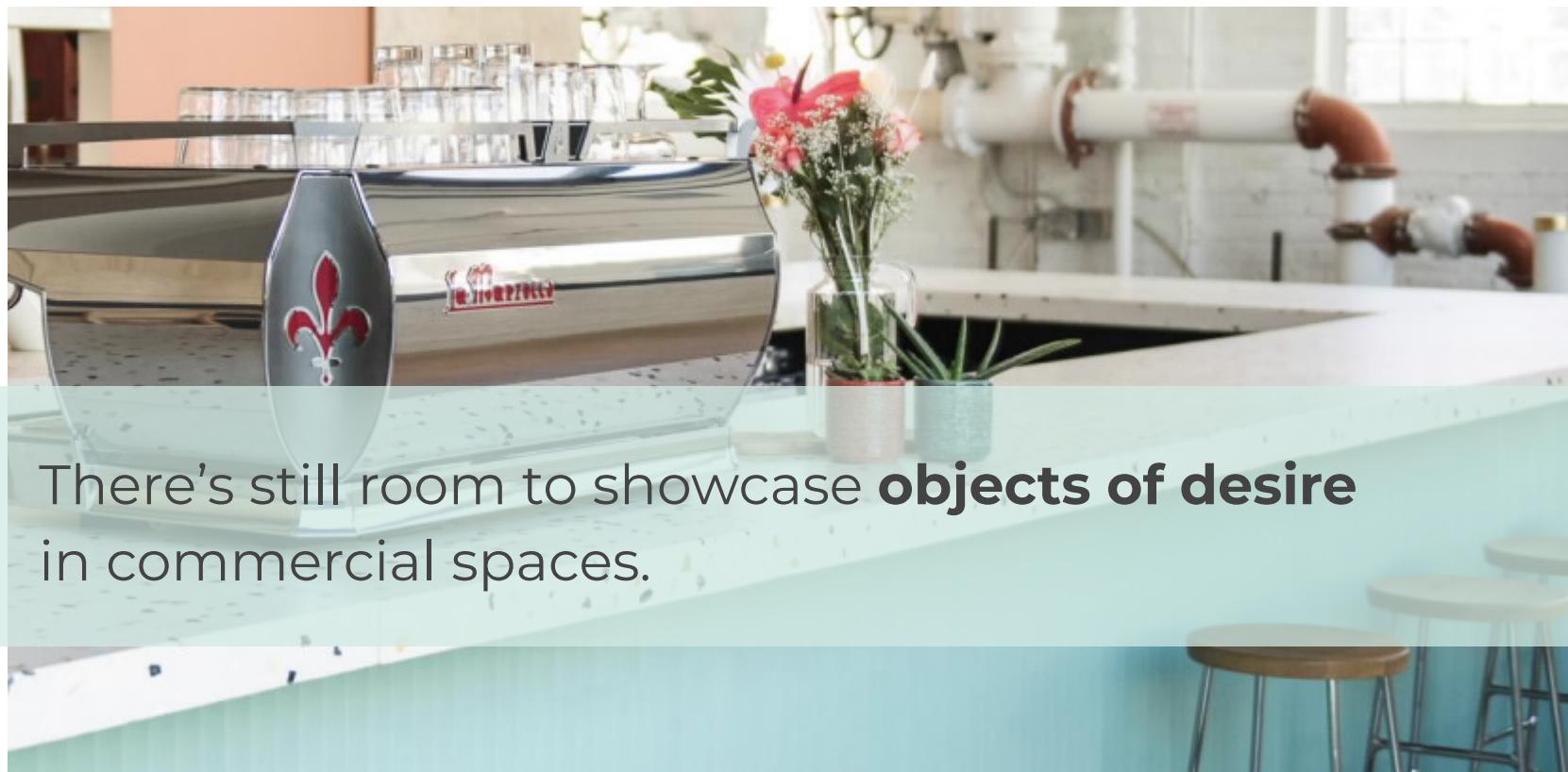




People use lifestyle add-ons
to signal **living well** and **self-care**.

Today, it's never **just** about food or wellness.
It's about the art of living.





Key Audiences

Design objective

In designing a brand, we look for a common denominator across multiple personas that would have larger appeal.

The Nurturer

In the kitchen for the love of
nourishing self and others

PRIMARY

COMMERCIAL

RESIDENTIAL



Prepares meals for multiple people, multiple days, or both

Enjoys hosting large meals

Confident with go-to recipes and skilled at experimenting

Relies on a set of quality tools that make cooking more efficient, gratifying, and enjoyable.

Our product enhances their ability to prepare satisfying meals

In the kitchen for the thrill and
challenge of culinary creativity

COMMERCIAL

RESIDENTIAL

Trusts the process and wants quality tools that enhance success

**Our product enhances
their kitchen
capabilities**

The Purchaser

Not in the kitchen, but specifies
equipment for those who are

PRIMARY

COMMERCIAL



Focused on the bottom line and razor-thin service industry margins: durability, reliability, and efficiency matter.

Recognizes the importance of arming the kitchen team with the right tools to do their job: versatility and ease-of-use matter.

Our product enhances their profitability and efficiency

The Nutritionist

In the kitchen to ritualistically
optimize health and wellness

SECONDARY

COMMERCIAL

RESIDENTIAL



Often prepares and stores several days' meals at a time.

Obsessed with ingredients, portion size, nutritional value.

Heavy user of small appliances; has different types of blenders for specific uses.

Wants to always have the right tool for the project.

Our product enhances their efforts to eat healthy

The Hastemaker

In the kitchen as efficiently as
possible and gets on with the day

TERTIARY

COMMERCIAL

RESIDENTIAL



Lives a fast-paced, active lifestyle while still prioritizing their health

Prepares meals for multiple people, multiple days, or both

Looking for quick, nutritious solutions; cooks on repeat

Wants efficient tools, especially when it comes to cleanup.

Our product enhances multitasking

The Aesthete

Rarely in the kitchen; uses it as
a space to impress friends.

TERTIARY

RESIDENTIAL



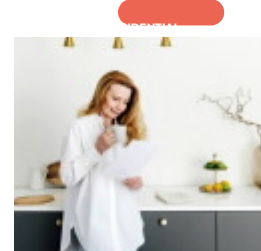
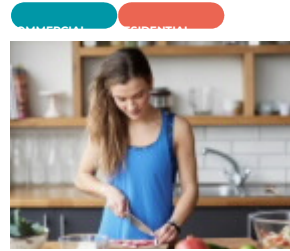
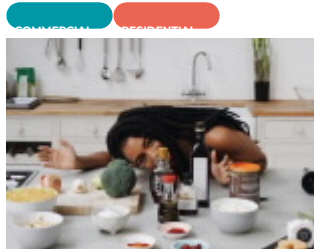
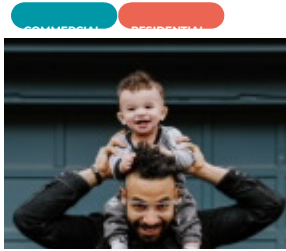
Often eats out or has
meals delivered

Designed their kitchen
on Pinterest

Expresses love for
kitchen gadgets and has
drawers and cabinets full
of them

Hates the mess of
cooking because it ruins
kitchen aesthetics

**Our product enhances
their cultural cachet**



Design Objective:

The Aspirational Kitchen

PRIMARY

Nurturer

In the kitchen for the love of nourishing self and others

Our product enhances their ability to prepare satisfying meals

PRIMARY

Experimenter

In the kitchen for the thrill and challenge of culinary creativity

Our product enhances their kitchen capabilities

PRIMARY

Purchaser

Not in the kitchen, but specifies equipment for those who are

Our product enhances their profitability and efficiency

SECONDARY

Nutritionist

In the kitchen to ritualistically optimize health and wellness

Our product enhances their efforts to eat healthy

TERTIARY

Hastemaker

In the kitchen as efficiently as possible and gets on with the day

Our product enhances their multitasking

TERTIARY

Aesthete

In the kitchen rarely; uses it as a space to impress friends

Our product enhances their cultural cachet

Design Objective:

The Aspirational Kitchen

wants to experience the joy of...

Getting it done,
just like experts:

Capability

Doing more,
and doing it well:

Accomplishment

Achieving culinary
(or business) goals:

Confidence

04 | **Why Choose Blendtec**

Brand pyramid



Brand pyramid



Reasons to believe

Key aspects of your product that make it perform



Patented Jar Physics

Our “WildSide+” jar pulls ingredients back toward the blade.



Unique Blunt Blade

80% thicker and 10x stronger than others, our blade spins at 300 mph so it doesn't need to be sharp.



Metal Drive Socket

The drive socket that spins our blades never needs to be replaced.



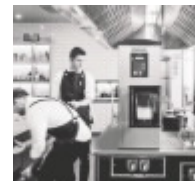
Ultra High-Speed Motor

We have a track record of making top-quality blenders. Our motors are the most powerful in the industry.



Simple “Walk Away” Blending

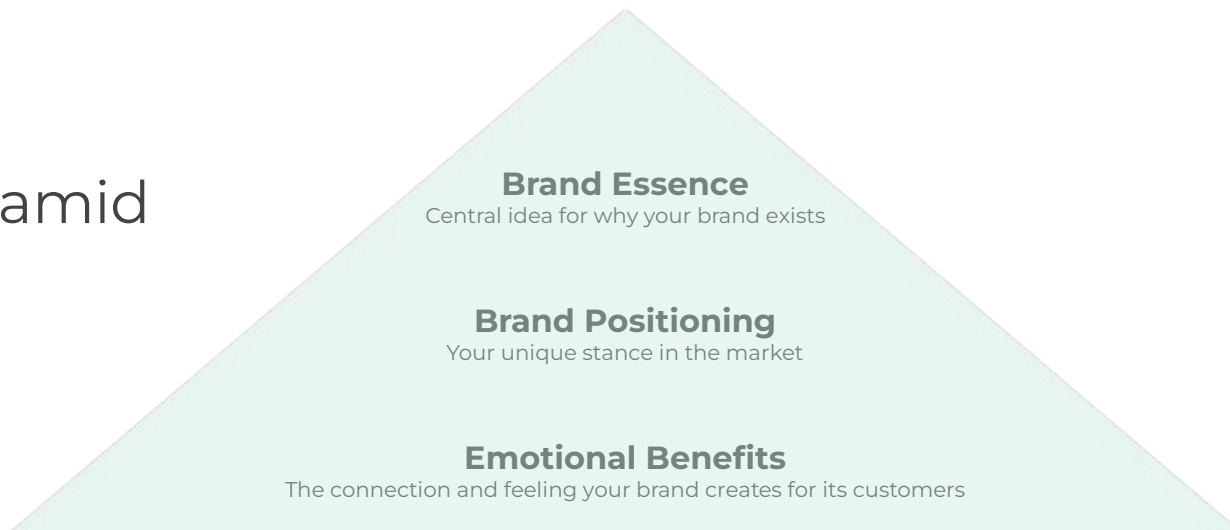
Our simple interface creates the perfect blend with a single touch.



Commercial Tested

Our lineage includes rugged, high-intensity blenders proven in demanding commercial environments.

Brand pyramid



Functional benefits

The tangible effects your customers experience when using your product

Patented
Jar Physics

Unique
Blunt Blade

Metal
Drive Socket

Ultra High-Speed
Motor

Simple “Walk Away”
Blending

Commercial
Quality

Smoother Blending

Our jars are designed to let you create consistently smooth preparations, every time.

Safe & Incredibly Effective

Our blade gets the job done perfectly, without sharp edges that are dangerous to clean.

Never Needs Replacement

Our drive socket is made of hardened steel and has no plastic parts to break under stress.

Pulverizes Anything

Consistency is job one for a blender, and our powerful motors get the job done.

Multi-tasking

Our one-touch interface lets you take on more while your blender does the work.

Outlasts Consumer Grade

Our blenders are used in tough, uncompromising, professional environments — their engineering is proven day in, day out.

Brand pyramid



Emotional Benefits

The connection and feeling your brand creates for its customers

Functional Benefits

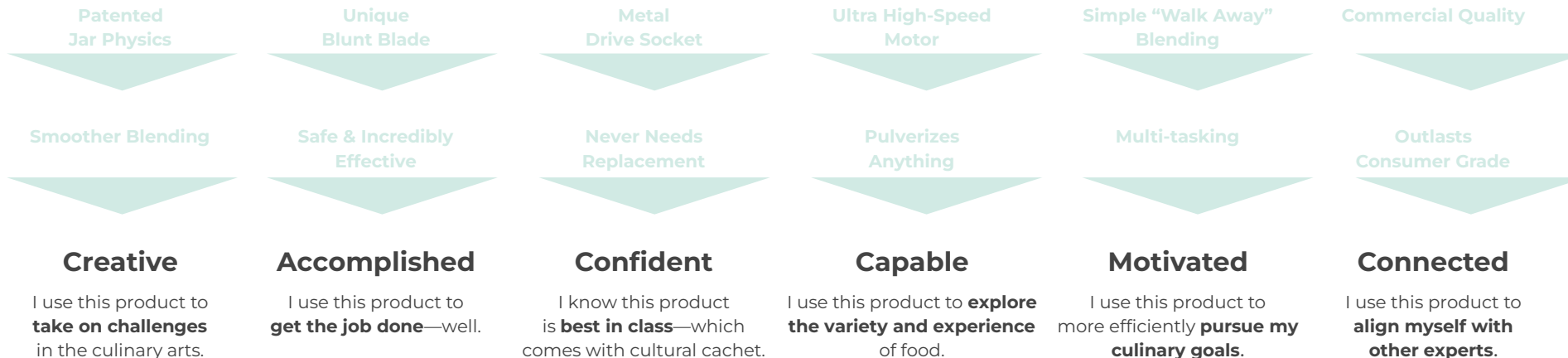
The tangible effects customers experience when using your product

Reasons to Believe

Key aspects of your product that make it perform

Emotional benefits

The connection and feeling your brand creates for its customers



The Aspirational Kitchen

Enjoying the experience of food; striving to do more, better; often pursuing "the best"

Brand pyramid



Brand Positioning
Your unique stance in the market

Emotional Benefits
The connection and feeling your brand creates for its customers

Functional Benefits
The tangible effects customers experience when using your product

Reasons to Believe
Key aspects of your product that make it perform

48 of 144

Complex

Physical controls like buttons, dials, screens. Visual noise.



Industrial
Sharp
Engineered
Durable

Lifestyle
Soft
Approachable
Seamless

Simple
Clean
Minimal

Complex

Physical controls like buttons, dials, screens. Visual noise.



Industrial

Sharp
Engineered
Durable

Lifestyle

Soft
Approachable
Seamless

Simple

Clean
Minimal





Biggest overall market share (20%)¹Biggest Amazon seller²

Beloved legacy brand

How we're alike

We both have **roots in professional kitchens**. We both emphasize **engineering** over design. We both play **exclusively in the blender space** (today). Our products carry a **premium price**. We both have similar brand language and architecture.

We both have **similar industrial design language**, control panels, and colors. We both have similar **"everyone"** residential messaging. Neither of us offer an immersion blender (yet).

Our products carry a **premium price**.

How we're different

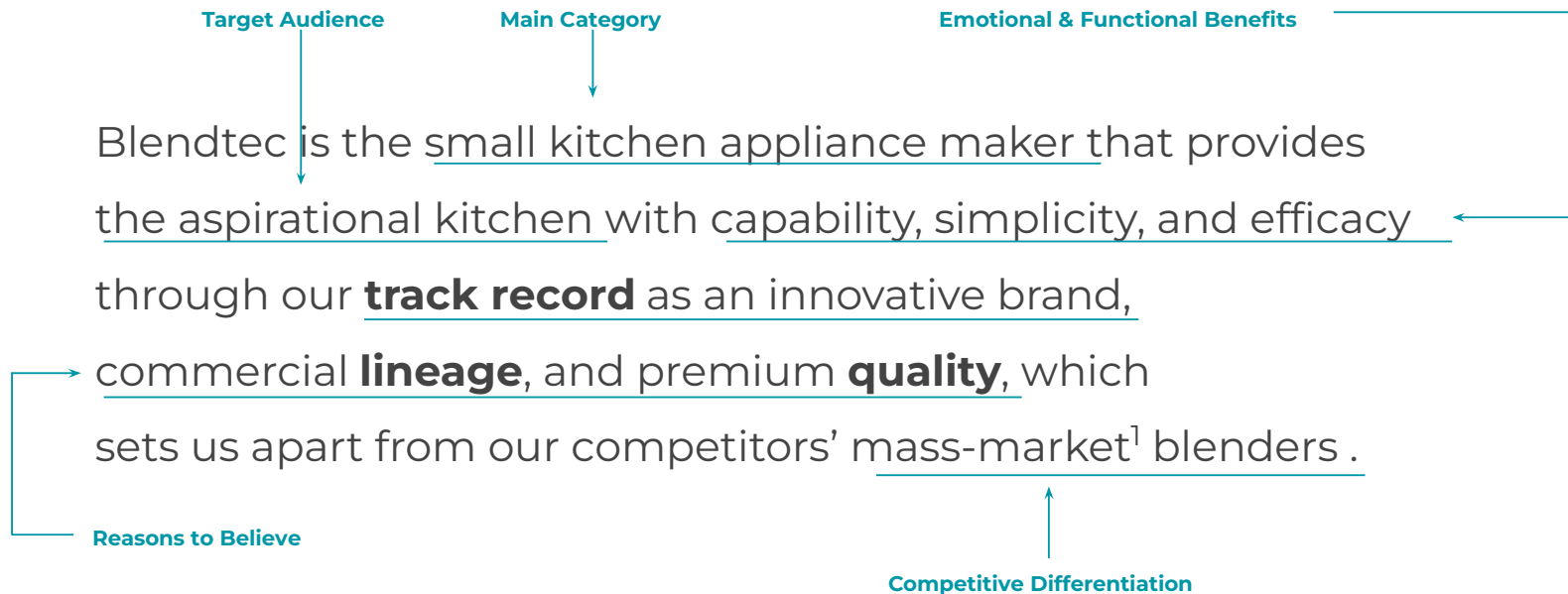
Our jars are **interchangeable**, theirs are model-specific. We don't sell at **club stores** (Costco). We don't have the same **degree of everyday household name familiarity**.

Our **premium pricing** is indicative of our quality. We focus on **quality** over ubiquity. We have a long track record of quality engineering. We have an **established commercial line**.

Our blenders are meant to be **workhorses**—not museum pieces. We're focused and thoughtful in our **products**.

Brand positioning

Your unique stance in the market



Brand pyramid



Brand Essence

Central idea for why your brand exists

Brand Positioning

Your unique stance in the market

Emotional Benefits

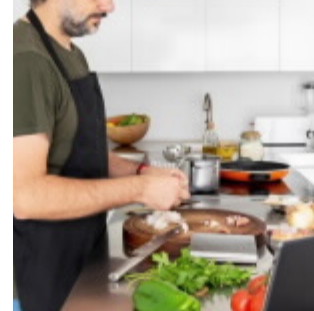
The connection and feeling your brand creates for its customers

Functional Benefits

The tangible effects customers experience when using your product

Reasons to Believe

Key aspects of your product that make it perform



Brand Essence Direction 01:

The Standard for Culinary RPMs.

The gauge by which
to measure all others.

The art and craft of the kitchen
(more than just cooking).

Engineering of
anything that spins.

Brand Essence Direction 02:

The Benchmark of Culinary Possibilities.

The gauge by which
to measure all others.

The art and craft of the kitchen
(more than just cooking).

The aspirational kitchen
that seeks to do more.

Brand Essence Direction 03:

The Standard for Culinary Empowerment.

The gauge by which
to measure all others.

The art and craft of the kitchen
(more than just cooking).

Tools to equip
the aspirational kitchen.

The Aspirational Kitchen

Capability · Accomplishment · Confidence

Brand Essence

The Standard for
Culinary RPMs

The Benchmark of Culinary
Possibilities

The Standard for
Culinary Empowerment

Brand Positioning

**Quality & Efficacy that Enhance My Skills
from a Brand that Knows its Craft**

Emotional Benefits

Capable & Creative · Accomplished & Motivated · Confident & Connected

Functional Benefits

**Smoother
Blending**

**Safe & Incredibly
Effective**

**Never Needs
Replacement**

**Pulverizes
Anything**

Multi-tasking

**Outlasts
Consumer Grade**

Reasons to Believe

**Jar
Physics**

**Unique
Blunt Blade**

**Metal
Drive Shaft**

**Ultra High-Speed
Motor**

**Simple "Walk
Away Blending**

**Commercial
Quality**

05 | **Brand Attributes**

Key traits of our expression

Definition:

Guiding characteristics for how our brand **experientially shows up in the world** (graphics, product, interactions, activations).

Purpose:

Inspires design. Keeps the brand **feel consistent and in alignment** so all outputs feel united under the master brand.

Brand Attribute 1:

Authentic

What it means:

We're the real deal. We have lineage. **We're honest.**

Why it's right:

We started with a wheat mill because there wasn't a good way to mill grains at home. That led to commercial blenders that global franchises serving blended beverages came to rely upon.

We have a track record of being original and innovative.

“I saw the whole Vitamix vs. Blendtec thing
with the lawsuit and Vitamix copying Blendtec.
I wanted to kind of root for the little guy.”

—Xifar_, r/Blendtec member

Brand Attribute 2:

Engineered

What it means:

We're made to last. We're reliable. **We're tested.**

Why it's right:

Since 1975, Blendtec has built products that stand up to rigorous standards. We've innovated and been copied. **Our deep bench of product engineers are passionate about the physics of blending:** motor RPMs, blade thickness and strength, pitcher vortex, etc.

“I like the dull blades because I’m a super klutz
and would have probably lost a finger on the Vmix.”

—angelwild327, r/Blendtec member

Brand Attribute 3:

Resilient

What it means:

Our products are substantial and **survive the most punishing commercial environments.** We're uncompromising about quality.

Why it's right:

We don't make cheap, mass-market products. **Our products work like you expect them to, when you expect them to.** We've outlasted kitchen trends for nearly five decades.

“I like that I can bang [my Blendtec jar] on the counter
without feeling like it will break.”

—**Kambri, commercial user** (smoothies)

Core brand attributes for

The Aspirational Kitchen

which wants to experience the joy of

Capability

We're the real deal.
We have lineage.
We're honest.

Authentic

Accomplishment

We're made to last.
We're reliable.
We're tested.

Engineered

Confidence

Our products are substantial and
survive the most punishing
commercial environments

Resilient

06 | Opportunities & Recommendations

Opportunity

Refine

Recommendation

Leverage the gap in sharp, engineered, clean, minimal design and user experience.

Presets seem un- or under-used. Attachments add to the cleanup mess. Clunky bases, surplus buttons, and confusing controls delay the gratification of getting things done.

Think artistry, excellence, and intuition over superfluous add-ons.

Opportunity

Consider the
controls

Recommendation

Balance cleanability with tactile
feedback.

It may be time to leave touchscreens to the smartphones
and give users controls that are more physical.

Consider how touch contributes to the user experience.

Opportunity

Noise is a common
complaint

Recommendation

Consider acoustics.

Acoustics are oft-cited user concerns. Consider how design and technical advances may continue helping us win.

Opportunity

Consider
the jar

Recommendation

...but keep them
interchangeable

The patented jar is a valuable equity, but its aesthetic may be dated (especially for residential).

Consider opportunities to reimagine its appearance, its grip position, its size (personal?), pourability, etc.—but don't lose the asset of interchangeability.

Opportunity

Buy-it-for-life is a growing trend¹

Recommendation

Consider the value of longevity.

“Buy It For Life” focuses on buying only the very longest-lasting product available in a given category.

Methodical, well-researched consumers seek brands that care about their products long after the sale.

Right-to-repair is an increasing interest: consider repairability and modular parts that can be replaced separately.

Think about giftable heritage.

“...one ad on the Buy It For Life subreddit
can garner over 300,000 average daily impressions.”

—Zach Brooke, American Marketing Association

Opportunity

Consider
the presentation

Recommendation

Design for display.

Capitalize on and expand your reputation for fitting under cabinets.

Make an object of desire that residential owners don't want to put away, and one that they use to signal their taste and cultural cachet.

For commercial, make the product a billboard that showcases Brand Blendtec—and shows that brand and design do matter in the commercial space.

Opportunity

Consider alignment

Recommendation

Align residential and commercial

Underpin your commercial authenticity and elevate your commercial cachet.

Residential users seek association with the experts and “the best.”

Opportunity

Emphasize
community

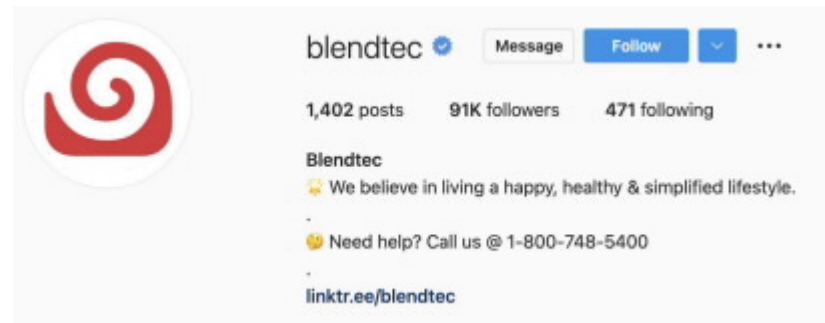
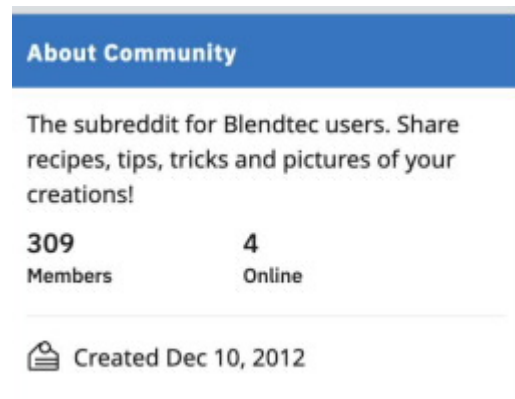
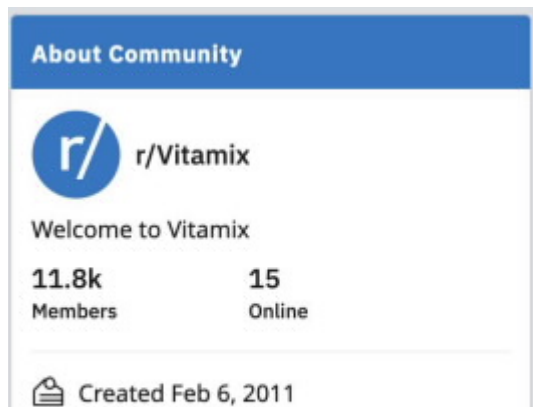
Recommendation

Leverage the collective dimension
of consumer behavior—it's more
powerful than any individual

People who don't know each other are still drawn together by horizontal bonds of affinities, beliefs, interests, and attitudes.

People are social and susceptible to social pressures and influences—we all want to signal our enlightenment, belonging, cachet, etc.

Our personal concepts of “cool” and “iconic” are created in our own taste communities.



Opportunity

Don't miss the babies
in the bathwater

Recommendation

Consider both evolution and
revolution

Appraise brand equities carefully. Expel the liabilities.
Expand the assets.

Nine takeaways

Refine

Think artistry, excellence, and intuition over superfluous add-ons.

Balance cleanability with tactility

Consider how touch contributes to the user experience.

Consider acoustics

Acoustics are oft-cited user concerns. Consider how design and technical advances may help us win.

Consider the jar

Consider opportunities to reimagine the jar's appearance—but don't lose the asset of interchangeability.

Consider the value of longevity

"Buy It For Life" and right-to-repair movements are seeking brands that care about their products long after the sale.

Design for display

Make an object of desire that residential owners don't want to put away. Consider the commercial product a billboard.

Align residential and commercial

Residential users seek association with the experts and "the best."

Build community

Users want to signal enlightenment, belonging, cachet, etc.

Consider both evolution

and revolution

Appraise brand equities carefully.
Expel the liabilities. Expand the assets.

07 | **Next Steps**

In situ: digital and retail shelves



Blendtec
Residential
Countertop
\$200-\$300



Breville
the Fresh & Furious™
50oz | 1100w | **\$250**



Cuisinart
Hurricane™ Velocity
2.25 Peak Hp Blender
60oz | 1120w | **\$200**



Kitchenaid
K400 Variable Speed
Blender
56oz | 1200w | **\$290**



Smeg
Smeg Blender
48oz | 600w | **\$300**



Vitamix
Vitamix One
32oz | 840w | **\$250**

In situ: commercial and residential kitchens



Next Steps

- w/o July 11th (*date tbc*)
 - Feedback regroup
 - Visual Design kickoff
- 7/27 VD Vision Boards (*date tbc*)
- 8/02 ID concept workshop (*date tbc*)

**Please note, Enlisted office will be closed 7/4-7/11
in observance of the 4th of July holiday*

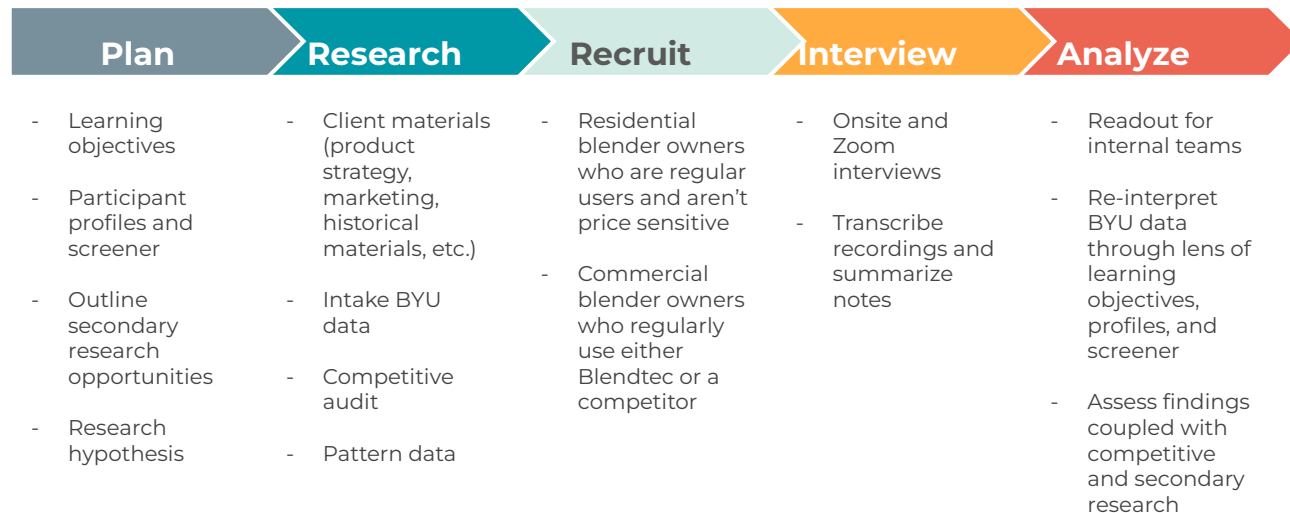


enlisted

we create.

Appendix

Process



Defining a Target

- When reviewing the data, we homed in on survey participants who did not meet any of the following exclusion criteria:
 - Q19 What do you value most in a blender? = Low Price
 - Q30 Which of the following would make you most likely to switch? = Lower Price
 - Q52 Income = Less than \$50K
 - Q15_1 & _4 How often do you use your traditional blender? immersion blender? = Own + Use monthly or less often for both, or own just one and use less often
- After these, 26% of the sample is remaining. On the next slides, we cover off on this remaining 'target' audience (e.g., "selected"), and how their survey responses compare to the others "not selected".

Summary

While there's much that could be dissected and discussed in detail, our review of the overall data, and of the prioritized target group, suggests the possibility of a fairly unique and distinct profile.

Think young affluent families - often dads, perhaps with a bit of an ego - who often pursue 'the best' either because it's a matter of taste, or a pursuit of cultural cachet. They're independent and curious, and value the input of experts. They live fast-paced, active lives, and prioritize their health.

They love the experience of food: exploring variety, and enjoying the thrill and challenge of the creative process: they're often really good and curious in the kitchen. (They might also be a little show-offy.) They don't mind making a mess, because they understand that you can't create something worthwhile without getting a little dirty. (That's not to say they enjoy cleaning up, of course.)

When it comes to blenders, they're frequent users, and their skill in the kitchen means that they have a good sense of what they want. Sure, they prioritize standard attributes like quality and reliability; but what makes them unique is their desire to be able to do more with their blender, to do it better, and with a machine that's smart, elegant, and modern. They're less likely to care about cleaning and simplicity than your everyday user, given their goals; but that's not to say they don't care at all.

Who they are

● Demographics

● Lifestyle

● Ownership

Basic demos

The target group is a roughly equal mix of men and women, unlike others, who skew to the latter:

		Selected (A)	Not Selected (B)
Female	Count	124	433
	Column N %	47.3%	57.0%
Male	Count	135	316
	Column N %	51.5%	41.6%

They're more likely to have kids, usually 1 or 2:

They skew a bit younger; 45% are ages 25 to 44, vs. 32% of others:

		Selected (A)	Not Selected (B)
18-24 years old	Count	13	61
	Column N %	5.0%	8.0%
25-34 years old	Count	58	124
	Column N %	22.1%	16.3%
35-44 years old	Count	59	118
	Column N %	22.5%	15.5%
45-54 years old	Count	46	126
	Column N %	17.6%	16.6%
55-64 years old	Count	35	137
	Column N %	13.4%	18.0%

HH income is solidly in the \$50K-\$99K range, with a substantial proportion falling

		Selected (A)	Not Selected (B)
\$0-\$49,999	Count	175	303
	Column N %	66.8%	39.9%
\$50,000-\$99,999	Count	70	87
	Column N %	26.7%	11.4%
\$100,000+	Count	17	17
	Column N %	6.5%	2.2%

		Selected (A)	Not Selected (B)
50 How many children under 18 are in your household?	Count	143	529
	Column N %	54.6%	69.6%
1	Count	51	105
	Column N %	19.5%	13.8%
2	Count	44	75
	Column N %	16.8%	9.9%

They're busy, active; their days get off to a fast start. 45% eat breakfast out at least once a

			Selected	Not Selected
			(A)	(B)
Q3_1code On average, how often do you go out to eat each week? - Breakfast	1 1-3 times per week	Count	73 B	155
		Column N %	27.9%	20.4%
	2 4-6 times per week	Count	18	38
		Column N %	6.9%	5.0%
	3 7 or more times per week	Count	25 B	28
		Column N %	9.5%	3.7%
4 Less than once per week		Count	146	539 A
		Column N %	55.7%	70.9%

Exercise is a big part of their lifestyle; almost 4 out of 5 do it at least a few times a week, vs. 3 out of 5 of others:

			Selected	Not Selected
			(A)	(B)
Q7 How often do you exercise?	More than once a day	Count	15	27
		Column N %	5.7%	3.6%
	Daily	Count	79 B	171
		Column N %	30.2%	22.5%
	A few times a week	Count	112 B	262
		Column N %	42.7%	34.5%

But eating out isn't just about convenience; it's also about the pleasure of variety:

			Selected	Not Selected
			(A)	(B)
Q4MM - What would you say are your leading reasons for eating out?	Q4Code4 I like being able to eat a variety of different foods	Count	129 B	288
		Column N %	49.2%	37.9%

Food

They're experienced and confident in the kitchen, whether as preppers or chefs:

			Selected	Not Selected
			(A)	(B)
Q5 Which of the following do you most consider yourself to be?	A meal prepper	Count	118	291
			B	
		Column N %	45.0%	38.3%
	An expert chef	Count	64	127
		B		
		Column N %	24.4%	16.7%

They love to experiment and play in the kitchen, and are frequently trying out new recipes:

			Selected	Not Selected
			(A)	(B)
Q12 How often do you try new recipes?	Often. I'm frequently trying new recipes. (A few times a week or more)	Count	93	173
		Column N %	35.5%	22.8%

They enjoy sharing their cooking skills (and maybe showing off a bit?) by cooking for kids and significant others:

			Selected	Not Selected
			(A)	(B)
Q6MM - Which of the following people do you prepare meals for?	Q6Code2 Children	Count	118 B	262
		Column N %	45.0%	34.5%
	Q6Code5 Spouse or significant other	Count	187 B	441
		Column N %	71.4%	58.0%

This exploratory, proactive spirit carries over to how they find recipes – they search openly more often than going to standard, “packaged” sources of inspiration:

			Selected	Not Selected
			(A)	(B)
Q13MM - Where do you typically find new recipes?	Q13Code4 Google	Count	131	286
		Column N %	57.2%	47.6%
	Q13Code8 Recipe websites	Count	116	307
		Column N %	50.7%	51.1%
	Q13Code2 Cookbooks	Count	103	247
		Column N %	45.0%	41.1%

Food shopping

They're much more likely than others to do their food shopping at stores with an air of exclusivity:

- Membership/fee-based clubs
- Stores with cultural cachet
- Stores with a natural focus (and higher costs)

			Selected (A)	Not Selected (B)
Q8MM -Where do you normally go grocery shopping?	Q8Code8 Costco/Sam's Club	Count	110 B	239
		Column N %	42.0%	31.4%
	Q8Code17 Target	Count	91 B	158
		Column N %	34.7%	20.8%
	Q8Code18 Trader Joe's	Count	72 B	105
		Column N %	27.5%	13.8%
	Q8Code2 Sprouts	Count	72 B	105
		Column N %	27.5%	13.8%
	Q8Code3 Whole Foods	Count	72 B	105
		Column N %	27.5%	13.8%
	Q8Code16 Safeway/Albertson's	Count	45 B	90
		Column N %	17.2%	11.8%

Discovery

- What did they look for in their last blender purchase?
- How did they find it?

Appliances

They learn about appliances from a mix of sources, but there's a pattern that reflects their confidence as consumers and cooks (as well as their affluence). They do a lot of their own research, and are curious about what experts are using and saying:

			Selected	Not Selected
			(A)	(B)
\$Q10MM -Where do you normally learn about new kitchen appliances?	Q10Code6 Google search	Count	125 B	260
		Column N %	47.7%	34.2%
	Q10Code2 Advertising	Count	111	297
		Column N %	42.4%	39.1%
	Q10Code12 Social Media	Count	84	204
		Column N %	32.1%	26.8%
	Q10Code3 Cooking shows	Count	71 B	152
		Column N %	27.1%	20.0%
	Q10Code10 Online on brand websites	Count	80 B	167
		Column N %	30.5%	22.0%
	Q10Code13 YouTube	Count	65 B	142
		Column N %	24.8%	18.7%

Appliance shopping

While they're not adverse to buying appliances at Walmart, their shopping suggests a more affluent lifestyle that's driven by convenience and an emphasis on style and design:

			Selected (A)	Not Selected (B)
Q9MM - Where do you normally shop for kitchen appliances?	Q9Code19 Walmart	Count	155	456
		Column N %	59.2%	60.0%
	Q9Code5 Amazon	Count	152	337
		Column N %	58.0%	44.3%
	Q9Code17 Target	Count	89	191
		Column N %	34.0%	25.1%
	Q9Code6 Best Buy	Count	74	128
		Column N %	28.2%	16.8%
	Q9Code7 Club Store	Count	58	125
		Column N %	22.1%	16.4%
	Q9Code12 IKEA	Count	41	68
		Column N %	15.6%	8.9%

When it comes to buying a blender, though, they're far less likely than others to purchase at Walmart than Amazon or Best Buy (what does this tell us about their expectations?):

			Selected (A)	Not Selected (B)
34code Where did you purchase your last blender? - Selected Choice	10 Walmart	Count	70	329
		Column N %	26.7%	43.3%
	1 Amazon	Count	66	106
		Column N %	25.2%	13.9%
	2 Best Buy	Count	22	40
		Column N %	8.4%	5.3%

One-half replace their blender every 2 years or less, vs. one-third of others:

			Selected (A)	Not Selected (B)
33code How often do you purchase a new blender?	1 Every six months or less	Count	22	27
		Column N %	8.4%	3.6%
	4 Every year	Count	39	83
		Column N %	14.9%	10.9%
	3 Every two years	Count	66	149
		Column N %	25.2%	19.6%

Use scenarios

- How do they use their blender?
- How often?
- What do they make?

Blender usage

Their blender usage is fairly frequent relative to others; almost half of traditional blender owners use it at least weekly, for instance:

			Selected (A)	Not Selected (B)
Q15_1code How frequently do you use your...? - Traditional Blender	5 Several times a week	Count	53 B	52
		Column N %	20.2%	6.8%
	6 Weekly	Count	68 B	113
		Column N %	26.0%	14.9%

			Selected (A)	Not Selected (B)
Q15_3code How frequently do you use your...? - KitchenAid/Mixer	5 Several times a week	Count	40 B	43
		Column N %	15.3%	5.7%
	6 Weekly	Count	40 B	77
		Column N %	15.3%	10.1%

			Selected (A)	Not Selected (B)
Q15_2code How frequently do you use your...? - Food Processor	5 Several times a week	Count	35 B	31
		Column N %	13.4%	4.1%
	6 Weekly	Count	31 B	50
		Column N %	11.8%	6.6%

Use Appliance at Least Weekly

	Targets	Others
Traditional blender	46%	22%
Kitchen Aid/Mixer	31%	16%
Food processor	25%	11%
Bullet/personal size	23%	13%
Immersion blender	13%	4%

			Selected (A)	Not Selected (B)
Q15_5code How frequently do you use your...? - Bullet or personal Size Blender	5 Several times a week	Count	30 B	40
		Column N %	11.5%	5.3%
	6 Weekly	Count	31 B	55
		Column N %	11.8%	7.2%

			Selected (A)	Not Selected (B)
Q15_4code How frequently do you use your...? - Immersion Blender	5 Several times a week	Count	10 B	16
		Column N %	3.8%	2.1%
	6 Weekly	Count	23 B	15
		Column N %	8.8%	2.0%

Pain Points/ Wish List

- What they wish their blender would do for them
- Where their blender lets them down or frustrates them

Blender ownership

100 of 144

Current ownership patterns are similar across the two groups; Kitchen Aid and Ninja are most popular at present (though 73% of Targets own these brands now vs. 55% of others).

Both groups seem to have moved away from Hamilton Beach and Black & Decker in substantial numbers.

Both groups would be willing to switch their brand for better table-stakes attributes like quality, power, durability, and cleaning.

But for the target group, it's the get-the-job-done attributes of power and durability that matter much more compared to others.

Currently or Previously Owned

	Targets		Others	
	Currently own	Owned in the past	Currently own	Owned in the past
Kitchen Aid	37%	27%	30%	19%
Ninja	36%	12%	25%	12%
Hamilton Beach	20%	37%	19%	40%
Black & Decker	16%	29%	12%	33%
Vitamix	12%	5%	6%	4%
Blendtec	3%	5%	2%	2%

			Selected (A)	Not Selected (B)
Q30MM - What would get you to switch from your current blender brand?	Q30_code2 Better quality	Count	105	259
		Column N %	40.1%	35.0%
	Q30_code7 Higher power	Count	100	201
		Column N %	38.2%	27.2%
	Q30_code6 Greater durability	Count	95	209
		Column N %	36.3%	28.2%
	Q30_code5 Easier to clean	Count	94	281
		Column N %	35.9%	38.0%

Appliances

Their preferred look is a mix of functionality and modern, though they're somewhat more likely than others to choose the latter:

			Selected	Not Selected
			(A)	(B)
Q11code How would you describe your ideal style/look for kitchen products?	3 Functional and "gets the job done"	Count	79	239
		Column N %	30.2%	31.4%
	6 Sleek and modern	Count	67	153
		Column N %	25.6%	20.1%

Blender attributes

What they value in a blender is a combination of table stakes like functionality, along with some more 'elite' features that let them do more and provide peace of mind

			Selected	Not Selected
			(A)	(B)
Q19MM - What do you value most in a blender?	Q19_code3 Blending power	Count	174 B	411
		Column N %	66.4%	54.1%
Q19_code5 Durability		Count	150	429
		Column N %	57.3%	56.4%
Q19_code6 Easiness to clean		Count	109	371 A
		Column N %	41.6%	48.8%
Q19_code10 Speed settings		Count	102 B	244
		Column N %	38.9%	32.1%
Q19_code2 Blade variety		Count	57 B	83
		Column N %	21.8%	10.9%
Q19_code11 Warranty		Count	43 B	82
		Column N %	16.4%	10.8%

Within these results, though, there's some nuance. For instance, compared to others they're more likely to value power, speed settings, and blade variety – i.e., the ability to do more.

They're less likely than others to prioritize ease of cleaning – suggesting the type of experienced cook who understands that part of the process (and fun) of creating something great is making a mess. (That's not to say they love cleaning up when the job is done; but rather, they take it in stride, understanding that that's part of the deal of using the tool.)

			Selected	Not Selected
			(A)	(B)
Q20MM - What is the most annoying thing about using a blender?	Q20_code2 Difficulty to clean up	Count	156	438
		Column N %	59.5%	57.6%

They're also more likely to care about warranties – they work their machines hard, and a good warranty is a mark of a quality brand.















Blender attributes

What they're looking for in a blender is a combination of get-the-job-done table stakes like power and versatility, with a feeling of 'smart' or elegant; they're less attracted to simplicity than others:

			Selected	Not Selected
			(A)	(B)
\$Q37MM - Select three of the following attributes that you would associate with a perfect blender.	Q37_code7 Powerful	Count	174	489
		Column N %	66.4%	64.3%
	Q37_code6 Multi-purpose	Count	158	455
		Column N %	60.3%	59.9%
	Q37_code8 Reliable	Count	147	440
		Column N %	56.1%	57.9%
	Q37_code9 Simple	Count	55	242
		Column N %	21.0%	31.8%
	Q37_code10 Smart	Count	39	79
		Column N %	14.9%	10.4%
	Q37_code3 Elegant	Count	35	50
		Column N %	13.4%	6.6%

(When shown a Blendtec blender, though, they are seeing 'smart' and 'elegant' – as well as 'simple' – but they're not seeing power or reliability so much:)

			Selected	Not Selected
			(A)	(B)
Q39MM - Select three of the following attributes that you would associate with this Blendtec blender.	Q39_code7 Powerful	Count	116	284
		Column N %	44.3%	37.4%
	Q39_code6 Multi-purpose	Count	153	434
		Column N %	58.4%	57.1%
	Q39_code8 Reliable	Count	76	231
		Column N %	29.0%	30.4%
	Q39_code9 Simple	Count	81	267
		Column N %	30.9%	35.1%
	Q39_code10 Smart	Count	54	136
		Column N %	20.6%	17.9%
	Q39_code3 Elegant	Count	40	105
		Column N %	15.3%	13.8%

	There's a Blendtec for Everyone INNOVATION - VERSATILITY		Tradition of innovation INNOVATION - HERITAGE
	Power to the Kitchen™ VERSATILITY - INNOVATION		Enjoy Being Healthy CREATIVITY
	Built to Last DURABILITY - POWER		Nutrition, made simple. HEALTH - SIMPLICITY
	Explore your best taste and texture VERSATILITY - CREATIVITY		High Performance, Superior Style VERSATILITY - STYLE
	Start making kitchen magic VERSATILITY - POWER		Easy by Design™ DURABILITY - SIMPLICITY
	Powerful, attractive blenders for every kitchen. VERSATILITY		Color Me Healthy CREATIVITY - INNOVATION
	Predict Delicious PRECISION		The World's Most Beautiful Blender HEALTH - STYLE

Blendtec

Versatile. Reliable. Profitable.

VERSATILITY - PARTNERSHIP

Vitamix

No Difference. That's Our Difference.

PRECISION - PREDICTABILITY

WARING

Imagine, Invent, and Inspire®

CREATIVITY - POWER

robot coupe

At the forefront of innovation.

INNOVATION - VERSATILITY

Hamilton Beach
COMMERCIAL

Creating Perfect Results.

PERFORMANCE

AVAMIX
COMMERCIAL BLENDERS

Built Strong. Made to Last.

DURABILITY - RELIABILITY

Potential market

Residential cooks

people who prepare meals for themselves and their families

Professional food service industry chefs and cooks

people whose job is prepping and cooking meals rely on the tools of their trade and influence purchasing decisions

Restaurant owners and managers

purchasing decision makers

Media and the small kitchen appliance industry

people who write about and/or have a vested interest in our sector

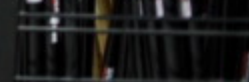
Employees, recruits, and shareholders

the people who have a financial stake in Brand Blendtec

Belonging



Potential



Shelf: Immersion Blender



Blendtec
Immersion Blender
\$150



Smeg
Hand Blender
700w | \$190



Vitamix
Immersion Blender
625w | \$150



All Clad
Immersion Blender
600w | \$170



Philips
Immersion Blender
300w | \$130



Breville
Immersion Blender
280w | \$120

Current Market: Commercial



Blendtec
Commercial Back-of-House
\$400-\$500



Avamix
Drink Blender
64oz | 3.5hp | \$230



Vitamix
Drink Machine Advance
48oz | 2.3hp | \$443



Vitamix
Vita-Prep 3
64oz | 2.2hp | \$505



Waring Commercial
Medium Duty - TBB Line
48oz | 1492w | \$303-\$335



Waring Commercial
Heavy Duty - MX Line
64oz | 1560w | \$430-\$992

Current Market: Commercial



Blendtec
Commercial Large
Capacity
\$1600



AvaMix
BX1GRG
1gal | 3.75hp | \$700



AvaMix
BX1GRGV
1gal | 3.75hp | \$750



Vitamix
XL
1.5gal | 4.2hp | \$1,600



Waring
Heavy Duty - CB15 Line
1gal | 1800w | \$1,234 - \$1,832

Discovery path & use scenarios

Frequent users who aren't price sensitive:

- do their own research and **curious about what experts are using and saying**
- shopping suggests a **more affluent lifestyle** driven by convenience, style, and design
- more likely to purchase at Amazon or Best Buy than Walmart
- replace their blender about every 2 years
- use their blender at least weekly

appendix

Pain points & wishes

Frequent users who aren't price sensitive:

- moving away from Hamilton Beach, B&D and toward KitchenAid, Ninja
- willing to switch brand for table-stakes attributes (quality, power, durability, cleanability)
- **get-the-job-done attributes** of power and durability matter most
- their preferred style is **functional and modern**, with a slight preference for modern.
- value power, speed settings, and blade variety —**ability to do more**
- less likely to prioritize cleanability—they understand **cleaning up is part of using the tool**.
- more likely to **care about warranties**: they work their machines hard and want quality they can trust.

appendix

Demographics & lifestyle

Frequent users who aren't price sensitive:

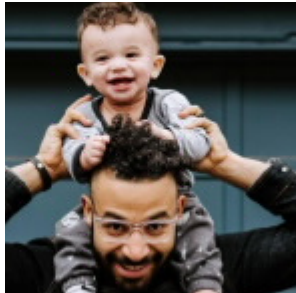
- equal mix of male and female, skew younger, 1–2 kids, solid \$50k–\$100k+ income
- busy; exercise routinely, eat out for **pleasure and variety**
- experienced in the kitchen; enjoy **exploring recipes, experimenting, and sharing skills**
- shop at stores with an air of **exclusivity, cultural cachet, and higher cost**

appendix

Staging Photos



For people who rely on blenders, who would be interested in our brand?



PRIMARY

Nurturer

In the kitchen for the love of nourishing self and others

Our product helps them prepare satisfying meals



PRIMARY

Experimenter

In the kitchen for the thrill and challenge of culinary creativity

Our product enhances their kitchen capabilities

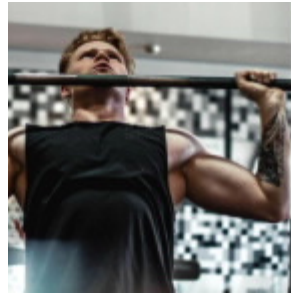


PRIMARY

Purchaser

Not in the kitchen, but specifies equipment for those who are

Our product enhances their profitability and efficiency



SECONDARY

Nutritionist

In the kitchen to ritualistically optimize health and wellness

Our product simplifies their efforts to eat healthy

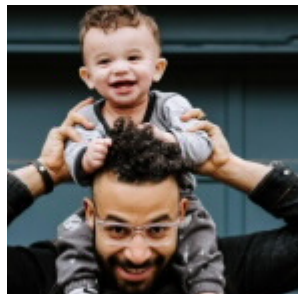
Design Objective

The Aspirational Kitchen

Whether professional or amateur, it's about enjoying the experience of food and striving to do more, better. It's about pride in culinary skill—and in the tools that enable the practice.

Because it takes curious exploration and leaning into mess-making in order to pursue “the best.”

For people who rely on blenders, who would be interested in our brand?



PRIMARY
Nurturer

In the kitchen for the love of nourishing self and others

Prepares meals for multiple people, multiple days, or both

Enjoys hosting large meals

Has go-to recipes but is skilled at experimenting

Relies on a set of quality tools that make cooking more efficient, gratifying, and enjoyable.

Our product helps them prepare satisfying meals



PRIMARY
Experimenter

In the kitchen for the thrill and challenge of culinary creativity

Sees the kitchen as a blank canvas for creativity

Enjoys discovering new recipes from cooking shows and magazines

Enjoys entertaining and sharing stories over food

Leans into mess-making

Trusts the process and wants quality tools that enhance success

Our product enhances their kitchen capabilities



PRIMARY
Purchaser

Not in the kitchen, but specifies equipment for those who are

Focused on the bottom line and razor-thin service industry margins: durability, reliability, and efficiency matter.

Recognizes the importance of arming the kitchen team with the right tools to do their job: versatility and ease-of-use matter.

Our product enhances their profitability and efficiency



SECONDARY
Nutritionist

In the kitchen to ritualistically optimize health and wellness

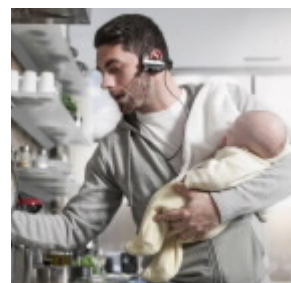
Often prepares and stores several days' meals at a time.

Obsessed with ingredients, portion size, nutritional value.

Heavy user of small appliances; has different types of blenders for specific uses.

Wants to always have the right tool for the project.

Our product simplifies their efforts to eat healthy



TERTIARY
Hastemaker

In the kitchen as efficiently as possible and gets on with the day

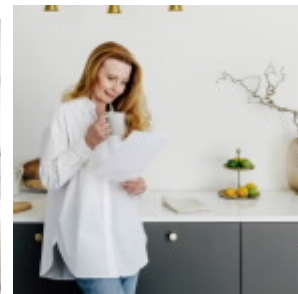
Lives a fast-paced, active lifestyle while still prioritizing their health

Prepares meals for multiple people, multiple days, or both

Looking for quick, nutritious solutions; cooks on repeat

Wants efficient tools, especially when it comes to cleanup.

Our product enables multitasking



TERTIARY
Aesthete

In the kitchen rarely; uses it as a space to impress friends

Often eats out or has meals delivered

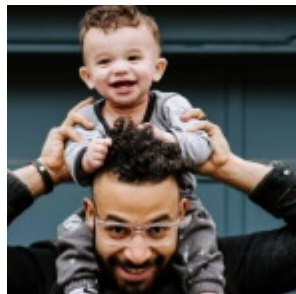
Designed their kitchen on Pinterest

Expresses love for kitchen gadgets and has drawers and cabinets full of them

Hates the mess of cooking because it ruins kitchen aesthetics

Our product is a status symbol

For people who rely on blenders, who would be interested in our brand?



PRIMARY

Nurturer

In the kitchen for the love of nourishing self and others

Prepares meals for multiple people, multiple days, or both

Enjoys hosting large meals

Has go-to recipes but is skilled at experimenting

Relies on a set of quality tools that make cooking more efficient, gratifying, and enjoyable.

Our product helps them prepare satisfying meals



PRIMARY

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Sees the kitchen as a blank canvas for creativity

Enjoys discovering new recipes from cooking shows and magazines

Enjoys entertaining and sharing stories over food

Leans into mess-making

Trusts the process and wants quality tools that enhance success

Our product enhances their kitchen capabilities



PRIMARY

Purchaser

Not in the kitchen, but specifies equipment for those who are

Focused on the bottom line and razor-thin service industry margins: durability, reliability, and efficiency matter.

Recognizes the importance of arming the kitchen team with the right tools to do their job: versatility and ease-of-use matter.

Our product enhances their profitability and efficiency



SECONDARY

Nutritionist

In the kitchen to ritualistically optimize health and wellness

Often prepares and stores several days' meals at a time.

Obsessed with ingredients, portion size, nutritional value.

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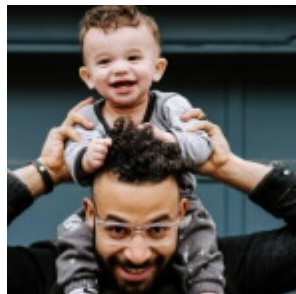
Wants to always have the right tool for the project.

Our product simplifies their efforts to eat healthy

Design Objective

In designing a brand, we look for a common denominator across multiple personas that would have larger appeal.

For people who rely on blenders, who would be interested in our brand?



PRIMARY

Nurturer

In the kitchen for the love of nourishing self and others



PRIMARY

Experimenter

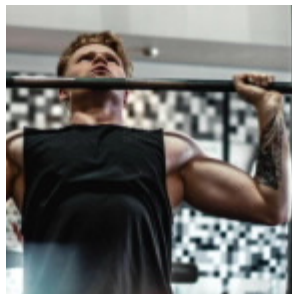
In the kitchen for the thrill and challenge of culinary creativity



PRIMARY

Purchaser

Not in the kitchen, but specifies equipment for those who are



SECONDARY

Nutritionist

In the kitchen to ritualistically optimize health and wellness

These audiences want to experience the joy of
capability, accomplishment, and confidence

Our product helps them prepare satisfying meals

Our product enhances their kitchen capabilities

Our product enhances their profitability and efficiency

Our product simplifies their efforts to eat healthy

Design Target

The Aspirational Kitchen

Whether professional or amateur, it's about enjoying the experience of food and striving to do more, better. It's about pride in culinary skill—and in the tools that enable the practice.

Because it takes curious exploration and leaning into mess-making in order to pursue “the best.”

The Standard of Culinary Empowerment

If you...

...expect more

...experiment more

...do more

...explore more

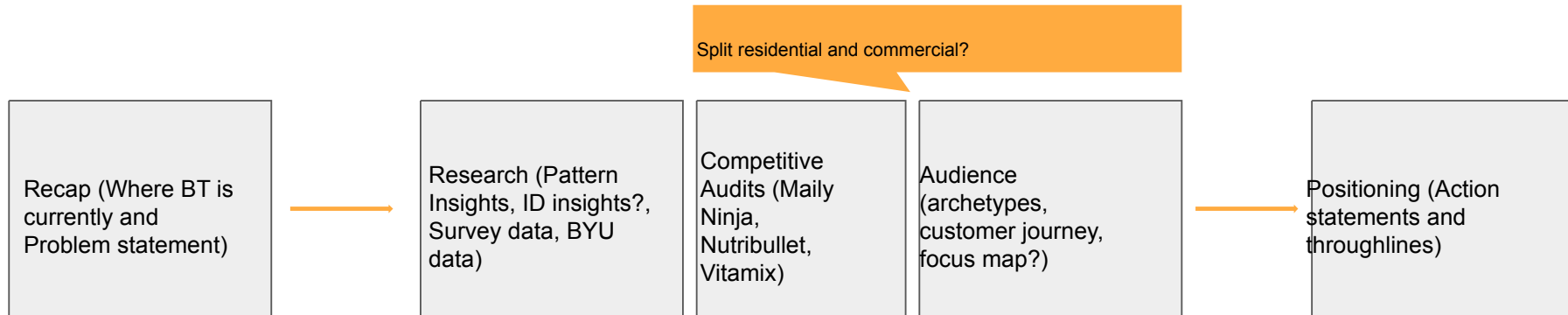
...challenge more

...pursue more

...want more

...sell more

**out of your kitchen, we're Blendtec.
And we're here to make it happen**



Meeting in person at BT next-week

- Brent building an outline of points (migrating into deck)
- Percolating stuff
 - People who did interviews - pull out insights or key points from each interview added to the spreadsheet (between the lines)
 - think about trends, think about reliability... what are we seeing??
 - When do we need this by? (Have VD work through the deck as we start to build it out)
- Insights tracking workshop, pull out north stars (tactile controls but blendtec blades are better, variable speed, stepped speed is not as ideal (manual bump of speed), cracked jars on Blendtecs, gears on the bottom round out - BT makes you buy a new jar.
- Want to workshop prior to ideation sketching
- Broader research lend to insights/ screener survey/ Interviews
 - Phase one gives us rough guidelines? And then refining from there??
- Just intensity control
- Focus group?? Or do we want numbers?
 - one around controls, one around aesthetic, one around repairing
- Are we okay with ID showing vision boards during the phase end presentation? (thought starters)
- Don't forget your roots - people we are identifying are looking for professional level

Miles + Rachel Sync

- Are people purchasing BECAUSE of attachments, or in spite of???
- Thinking it's cool (attachments) but not a practical thing they use
- Majority of people are purchasing because of features and functions
- Where is the market who makes margaritas?
- Does the audience know what the features mean?
- What are they selling on?
- Most people get a blender as a wedding gift - Kitchen appliance you don't want to spend money on, but is useful to have - - - niche market

Blendtec - Today

Research Overview

Pattern insights, initial research points and
insights - Takeaways?

Competitive Audit

Overview of what was audited, perhaps only
the top five? Competitors in the low-tier
bracket
Giant pink elephant in the room (Ninja)

Audience Positioning

Overview of user research, audience profiles (archetypes), customer journey, consumer mapping

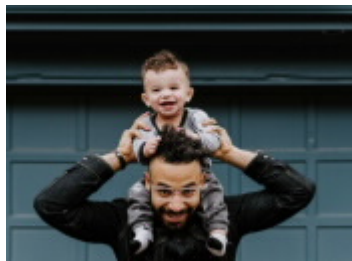
User research studies—

Push Survey

To begin our user research, we drafted and executed a survey for residential and commercial blender users. In doing so we were able to pull quantitative data points on cadence of use, number of people in the home, and common brands.

Extended Interviews

We conducted a total of five residential and five commercial interviews with target users. Our goal with these extended user interviews was to observe how users interact and store their blenders, we also gathered data points on purchasing decisions, pain points with the current blender/brand, and wish list items for blenders in the future.



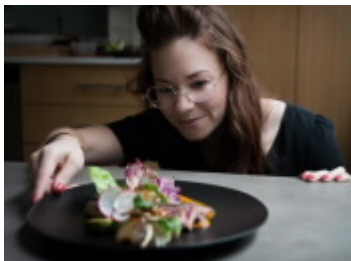
“The Parent”

Motivation

As a way to keep up with their young children, the parent focuses on healthy eating and regular exercise.

Priorities

- Smart technology
- Larger portion sizes (entertaining and family)
- Durability



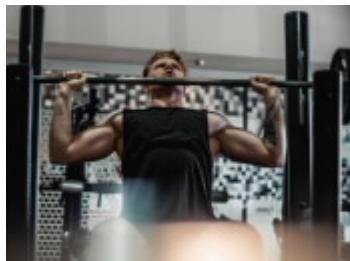
“The Hobbyist”

Motivation

The hobbyist is extremely experimental, and enjoys the art of cooking.

Priorities

- Features, versatility
- Technology
- Ease of use



“The Nutritionist”

Motivation

The nutritionist focuses on health and wellness. They are also avid social media users and often on the go.

Priorities

- Aesthetics
- Durability - use daily
- Portion Size



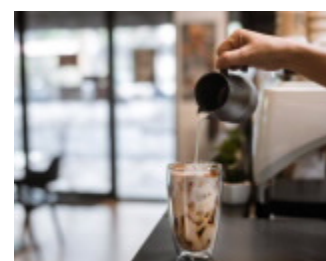
“The Nurturer”

Motivation

The nurturer is consistently entertaining their family, and cooking for large groups.

Priorities

- Ease of Cleanliness
- Large portion sizes
- Durability
- Cost Efficient



“The Sprinter”

Motivation

The sprinter is always busy, and they struggle to maintain a healthy lifestyle.

Priorities

- Ease of use
- Ease of cleanliness
- Cost effective



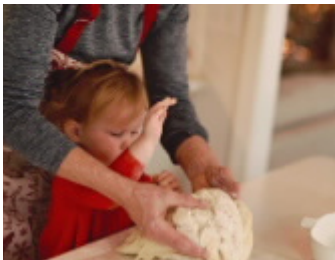
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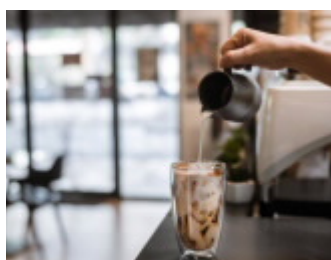
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“The Sprinter”

Motivation

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Priorities

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- Ease of cleanliness
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Throughline

Focus on family, durability and ease of use (technology / cleaning)



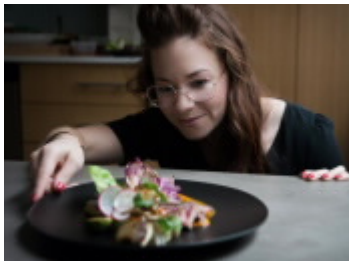
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Motivation

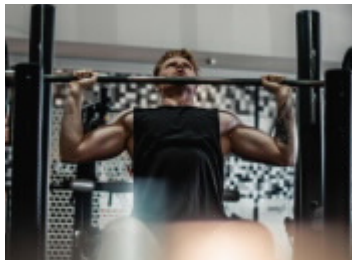
The nurturer is consistently entertaining their family, and cooking for large groups.

Priorities

- Ease of Cleanliness
- Large portion sizes
- Durability
- Cost Efficient

Throughline

Focus on experimentation, professional-level



“The Nutritionist”

Motivation

The nutritionist focuses on health and wellness. They are also avid social media users and often on the go.

Priorities

- Aesthetics
- Durability - use daily
- Portion Size



“The Sprinter”

Motivation

The sprinter is always busy, and they struggle to maintain a healthy lifestyle.

Priorities

- Ease of use
- Ease of cleanliness
- Cost effective

Throughline

Focus on preparation and ease of use - prefer to have a few attachments (i.e. personal size, travel size and full size)

High Priority focus



“The Parent”

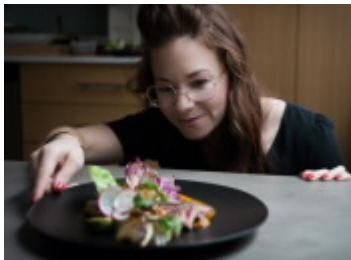
Motivation

As a way to keep up with their young children, the parent focuses on healthy eating and regular exercise.

Priorities

- Smart technology
- Larger portion sizes (entertaining and family)
- Durability

Mid Priority focus



“The Hobbyist”

Motivation

The hobbyist is extremely experimental, and enjoys the art of cooking.

Priorities

- Features, versatility
- Technology
- Ease of use



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Motivation

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Priorities

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“The Nurturer”

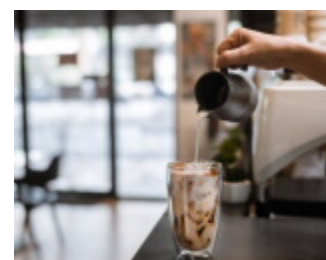
Motivation

The nurturer is consistently entertaining their family, and cooking for large groups.

Priorities

- Ease of Cleanliness
- Large portion sizes
- Durability
- Cost Efficient

Outside focus



“The Sprinter”

Motivation

The sprinter is always busy, and they struggle to maintain a healthy lifestyle.

Priorities

- Ease of use
- Ease of cleanliness
- Cost effective

“The Parent”

- 25-45, male
- 1-2 children under 18yo
- Health conscious - Exercise a few days per week
- Costco/Sam's Club member
- Did extensive research before purchasing last blender - Fan of “gadgets” and “smart”/“elegant” technology
- Uses blender weekly

“The Nurturer”

- 35-55, female
- 1-2 children
- Enjoys entertaining - large family close by?
- Costco/Sam's Club member
- Uses blender weekly

Mark -

Gardener, pulls fresh ingredients from the garden, shops at higher end club stores (Costco)

Priorities

- Durability, Reliability
- “Trusted” brand

“The Nutritionist”

- 20-35, male
- No children
- Heavy social media user
- Meal prepper
- Daily exercise
- Shops at Whole Foods/Sprouts/Trader Joe's - (natural focus)
- Purchased last blender based on social media
- Uses blender several days per week

“The Hobbyist”

- 45-55, male
- Enjoys eating out and then duplicating recipes at home
- Shops at higher priced grocery options - “best ingredients”
- Purchased last blender from celebrity chef recommendation
- Uses blender several days per week

“The Sprinter”

- 25-35, female
- 0-1 Children
- Working professional, office job
- Purchased last blender at Walmart/Target/Amazon, limited research
- Uses blender weekly, but would love to use it more

“They’re less likely than others to prioritize ease of cleaning – suggesting the type of experienced cook who understands that part of the process (and fun) of creating something great is making a mess. (That’s not to say they love cleaning up when the job is done; but rather, they take it in stride, understanding that that’s part of the deal of using the tool.)”

Blendtec - Positioning

Positioning based on insights. 3 position statements or vision boards??

Ideas -

1. Professional Level Blender
2. Modern durability, Family Heirloom - Become a Blendtec Family, "Not your grandmother blender.."?
3. Countertop ready - A powerful machine and a work of art

Do we need to look at brand architecture??

Blendtec - Future

Next Steps

Next Steps

- First step here
 - Description
 - Description
- Second step here
- Third step
- Next steps

Layover image here